

**A NEW CAR at a LOWER PRICE**  
*fastest four in America ... mile-a-minute performance*

**\$875**

F.O.B. Detroit • Fully Equipped  
 4-Door Sedan (Not a Coach)

The lowest priced Dodge Sedan ever sold •• and the Best ••  
 The Smoothest • Smartest • Sturdiest  
 Longest springbase of any car under \$1000 •• this means Comfort ••  
 Surprising economy • 25 miles per gallon at 25 miles per hour ••  
 Remarkable acceleration •• From zero to 25 miles per hour through gears in less than seven seconds ••  
 Try a mile at the wheel and experience a new sensation ••

**ALLEN H. PAULL**  
 16514 South Vermont Ave. 312 South Catalina Ave.  
 Gardena Phone 1452 Redondo Phone 1382

**DODGE BROTHERS, INC.**

**STONE & MYERS**  
 LICENSED EMBALMERS AMBULANCE SERVICE LOMITA  
 TORRANCE Phone 195 1204 Narbonne Phone 347  
 1732 Carlilo Phone 195

**THE ORIGINAL \$45.00 Aurora Electro-Magnetic Belt**  
 Special at **\$16.95**

Harbor District Headquarters  
 612 So. Center St., San Pedro  
 On Display and Demonstration at  
**American Beauty Shoppe & Barber**  
 1422 Marcelina Ave., Torrance Phone 333

**SUNSET STAGES**  
 Time Table Effective July 1, 1927

STAGES LEAVE TORRANCE

For Wilmington and Long Beach	For Lomita, South Lomita, and San Pedro	For Redondo Beach	For Santa Monica VENICE
*6:30 A.M.	*6:30 A.M.	B 6:20 A.M.	B 8:47 A.M.
7:00	7:00	B*6:51	B10:40
8:20	*7:45	A 7:25	B12:30 P.M.
9:15	8:20	B 8:33	B 2:30
10:25	9:15	B 8:47	B 4:35
11:25	9:45	B 9:40	B 6:30
12:25 P.M.	10:25	B10:40	B 8:40
1:25	11:25	B11:30	
2:25	12:25 P.M.	B12:30 P.M.	
C3:15	2:25	B 1:30	
4:35	3:15	B 2:30	
5:25	4:35	B 3:30	
6:25	5:25	B 4:35	
7:40	6:25	B 5:35	
9:45	7:40	B 6:30	
11:25	8:45	B 7:30	
	9:45	B 8:40	
	10:45	B 9:55	
	11:25	B10:40	
	12:20	B11:49	

\*Daily except Sundays and Holidays.  
 †Sundays only.  
 C Connects for Catalina Island.  
 ‡Saturday only.  
 \$Saturdays and Sundays only.

A Via Carson St.  
 B Via Redondo Blvd.  
 C Motor Coach Co.  
 Phone Lomita 26

**TIME TABLE**  
 LONG BEACH—LOS ANGELES—HOLLYWOOD  
 Motor Coach Line

Lv. Torrance for Moneta, Western City, and Manchester Ave., Los Angeles.—A. M. 6:50 except Sunday, 9:25; P. M. 1:05, 3:05, 5:09, 6:19, and 11:33.

Lv. Torrance for Keystone, Davidson City, Watson, and Long Beach.—A. M. 7:47, daily except Sunday; 10:32; P. M. 1:57, 3:52, 6:17, 7:06 and 12:21 A. M.

\*Direct connection with Green Buses to Hollywood and Los Angeles shopping district. Also Yellow Buses to Inglewood and Graham.

FARES:—Torrance to Manchester Ave., Los Angeles, ONE WAY, 25c; ROUND TRIP, 40c. Los Angeles City Fares, 10c.

**WEST SIDE TRANSIT CO.**  
 Long Beach Phone 664-89

**Travel of World Coming to West Overman States**

Southern Pacific Man Says Europe Recognizing Pacific Coast Beauties

That the nation's business is satisfactory, and the crop outlook promising, and that no reasons exist to question the continuation of prosperity is the consensus of opinion among railroad officials, according to Lawson Overman of the Southern Pacific, who has returned from San Francisco where he attended a two day conference of the company's general and district agents.

"With few exceptions, such as in the glass and steel industries," Overman said, "business is in good shape. The automobile industry has a satisfactory volume of business and indications are that the Ford plants soon will resume full blast production.

"Building in the East has shown remarkable activity and the number of hotels, business structures and apartment houses under construction is surprising. Stimulated by this activity other lines of business have been able to maintain their normal level of activity.

"Good work accomplished by the Pacific Empire association in broadcasting throughout the East the idea of seeing the entire Pacific Coast when visiting the West, was commented on most favorably by the company's eastern agents. From our European agencies we are informed that English and Continental travelers are increasingly impressed with the fact that the Pacific Coast has more to offer in general attractions, beauty spots and natural wonders than the mountain and seaside resorts they have heretofore frequented. It appears certain that the home and foreign travel trend has now definitely swung to the Far West.

"The railroad business is good. Railroad efficiency has increased so rapidly of late that it has led to hand to mouth buying and in so doing has developed a new problem for us to solve. Instead of buying large stocks merchants now buy only as they need the goods, dependent on good railroad service to rush new supplies within a few days.

"This has caused a comparative decrease in eastern business, more stuff being hauled in less than carload lots, which is more expensive for the railroads to handle. So you see in speeding up service we have really penalized ourselves in this instance.

**Bancitally Biggest of Kind on Planet**

The Bancitally Corporation, which has become somewhat used to setting up financial records, has won the world title in the investment trust field, meaning that it is the biggest and most extensive company of its kind on the planet.

Announcing an investment capital of some \$115,000,000 last March, the Corporation now finds that it has disposed of approximately 900,000 shares since that time, and that the invested capital was almost doubled in the same period. All of this was done without any underwriting charges or campaign of promotions, a truly marvelous record.

A. P. Giannini, president of the corporation, who returned from Europe on Wednesday, July 13, outlined the growth of the organization and its plans for the future.

"When the market price reaches \$125," said Giannini, "we will sell the remaining 100,000 shares of treasury stock at that price and no more, and we believe it is a reasonable figure. It is my opinion, however, that a conservative investor should not pay more for this stock at this time. The present book value is approximately \$70 and will be \$50 when the 40 per cent stock dividend has been paid." This dividend was recently authorized by the Board of Directors.

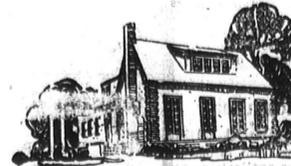
**Keystone Feed Co.**  
 Hay and Grain  
 Chicken Feeds a Specialty  
 21955 Harbor Boulevard  
 Phone Wilmington 8704-J-1

**HOTEL RAMONA**  
 SAN FRANCISCO'S ONE PRICE HOTEL  
 174 ELLIS ST. NEAR POWELL  
 ALL ROOMS ARE OUTSIDE  
 ALL ROOMS HAVE PRIVATE BATH  
 1 Person \$2.50 per day  
 2 Persons \$3.00 per day  
 TELEPHONE GARFIELD 1000

**CORPORATION AND NOTARIAL SEALS RUBBER STAMPS**

**TORRANCE HERALD**  
 1419 Marcelina Ave.  
 Phone 200 Torrance

**DON'T BOTHER DRIVING ALL OVER THE COUNTRY LOOKING FOR IDEAS—**



A few minutes in our office, looking over the ACTUAL PHOTOGRAPHS of model homes in Southern California will give you more PRACTICAL IDEAS of how to plan your home than a week's driving about the country.

Floor plans and accurate costs of any of the two hundred homes pictured will be given free to our customers.

**Haynes Lumber Co.**  
 1752 Border Ave. Torrance Phone 61

Phone 38

**Torrance Brick Company**

Tapestry Shirvan Face  
 Select Common  
 Common

Manufacturers of Wire Cut Brick

Plaza Del Amo and Border Avenue  
 Torrance, California

"Everlasting Materials"

HOMES BUILT TO ORDER and FINANCED

Profit by our knowledge of local conditions gained by many years of experience in dealing in Torrance properties.

**INDUSTRIAL HOUSING CORPORATION**  
 Builders and Contractors

Office  
 Dominguez Land Co Bldg.  
 1510 Cravens Ave.  
 Torrance  
 Telephone 5



**TURN OVER A NEW LEAF**

"What a charming baby—and how it does resemble your husband!" "Gracious, I hope not—we adopted it!" If you will ADOPT a policy of letting us do your sheet metal work your satisfaction will be a positive fact.

**TORRANCE PLUMBING CO.**  
 F. L. PARKS, Proprietor  
 1418 Marcelina Ave. Opposite P. O. Phone 60-W

**Plumbing and Sheet Metal Repairing**

My Specialty is Repairing  
 Quick Service—Dependable Work  
 Prices Reasonable

**V. L. Zuver**  
 1622 Amapola Ave., Torrance  
 Phone 331-W

**TORRANCE ELECTRIC CO.**

Electrical Contracting  
 Fixtures—Appliances  
 Wiring Supplies

1409 Marcelina Ave.  
 Phone 198-W Torrance

Carpenter Contractor Builder Designer

**DICK MEEUWIG**  
 1324 Sartori Ave.  
 Phone 174  
 90% to 100% Building Loans  
 Torrance, Calif. P. O. Box 504

Window Cleaning  
 Woodwork Cleaning  
 Floor Waxing

New Residences a Specialty

**VAN'S**  
 Window Cleaning Service  
 2304 Gramercy Torrance  
 Phone 201-M

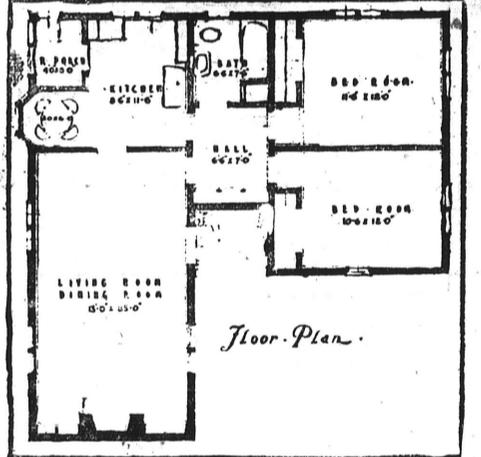
**Torrance Wallpaper and Paint Company**

1420 Marcelina Ave. Torrance, Calif. Res. 120-W  
 Phone 71-W

E. N. Tomkins, Prop.

Painting, Tinting, Decorating and Paperhanging  
 Estimates Furnished

**Build and Live in Torrance**



**Small House Plan Service**

By Clifford A. Trusdell

With the methods of construction used in the mild Southern California climate it cannot be considered extravagant to use a rambling plan. This type of plan lends itself easily to the development of enclosed courts or patios which are in effect outdoor living rooms when properly designed.

Californians are an ingenious people, but it is strange to see how slow they are to adopt ideas from the architecture of countries similar in climate. Italy, Spain, and Southern France long ago discovered the charm of an arbor-covered dining porch, or a small enclosed garden paved with flagstones or pebbles and bordered with beds of flowers and garnished here and there with rows of plants.

We haven't learned the charm of the soft cool splash of water in the tiny pool in the garden on a warm summer night. Here and there some one has caught the spirit of the Old World garden and has discovered the charm in its possession which no end of afternoons at golf would compensate.

Some one will remark, "Very lovely, but what has this to do with small house architecture?" It has nothing to do with it in Iowa, or Indiana or Michigan, but in Southern California it concerns it very vitally. The doctrine of fresh air and sunshine is upon us. Unless the houses we live in allow us a full share of both, along with the privacy of family life, they are not functioning properly. It is the belief that the time will soon come when every Southern California house will have some form of outdoor living room, where much of the family life will carry on. Our living rooms will be planned to turn away from the noise and dirt of the streets, and will seek their principal light and air from inner courts or from the garden.

Today's small house is a pleasing adaptation of French architecture to the climate of Southern California. The exterior wall should be natural sand finish plaster and the roof of shingles laid to resemble thatch. An attractive patio may be formed in the front by planting a high hedge and paving the quadrangle with flat stone or tile. The rooms throughout and the details are most conveniently arranged and carefully worked out. The breakfast nook is particularly well designed.

The design is by Lefter B. Miller and was awarded the second prize in the Community Arts Association of Santa Barbara. It can be built for less than \$5000.

**S. E. MERRILL**  
 LANDSCAPE GARDENER  
 Phone 103-M Torrance

**PERRY O. GUY**  
 Contractor and Builder  
 We finance your building  
 1023 Amapola. Ph. 181-J  
 Torrance, Calif.

**Patronize These Progressive Firms They Will Help You to Build Your Own Home**

**HARDWOOD FLOORING**  
 Laid, sanded and finished.

The condition of floors has everything to do with selling or renting houses. We can sand and refinish old floors, making them look like new. Many householders are taking advantage of the present low cost of HARDWOOD FLOORS and are having OAK put in over their old floors. This adds a surprising amount to the value of a house, as at this time and age the public demands OAK FLOORS.

Phone us for estimate.

**Southwest Materials Company**  
 1420 Marcelina Ave., Torrance  
 L. J. ACREE  
 Business Phone 71-R Evenings 245-R

**SPECIAL**

For Every Taste and Every Purse

**Armstrong's Felt-Base Rugs**

6x9 Rug ..... \$4.98  
 7' 6"x9' Rug ..... 5.98  
 9'x10' 6" Rug ..... 7.75  
 9'x12' Rug ..... 8.95

Yard Goods  
 35c Square Yard and Up

**PACIFIC SHADE AND LINOLEUM SHOP**  
 823-25 Pacific Ave.  
 San Pedro, Calif.  
 Phone 3214

**John Holm**  
 Contractor and Builder  
 Torrance Office  
 1418 Marcelina  
 Phone 60-W  
 Residence  
 2950 Redondo Blvd.  
 Lomita, California

**AMERICAN ELECTRIC COMPANY**  
 ELECTRICAL CONTRACTORS  
 Office: 1324 Sartori  
 Torrance  
 Phone 174  
 "Let Us Figure Your Job"

**Better Homes**  
 And Commercial Buildings Built and Financed, Free Plan Service

BY  
**ALAMAR CONSTRUCTION CO.**  
 1626 Cabrillo Ave. Phone 43-M  
 A. A. DANIELSON

**Our Want Ads Bring Results**

**EVANS AND CLARK**  
 Cement Contractors  
 Growing With Torrance Since 1922  
 807 Portola Phone 286-W  
 Torrance